

**THE RHODE ISLAND CONVENTION CENTER AUTHORITY
BOARD OF COMMISSIONERS
MARKETING COMMITTEE MEETING**

August 23, 2011

A meeting of the Marketing Committee of the Rhode Island Convention Center Authority Board of Commissioners was held on August 23, 2011, pursuant to notice at the Rhode Island Convention Center Boardroom, One Sabin Street, Providence, Rhode Island.

Board members present were Committee Chairman, Dale Venturini, Jim Bennett, Scott Gunn, Paul MacDonald, Letitia Carter and Jeffrey Hirsh.

Also in attendance were Jim McCarvill, Betty Sullivan and Kim Keough, RICCA; Tim Muldoon, John McGinn, Arlene Oliva, Greg Barbeau, Debbie Tuton, Kathy Masino and Amanda Marzullo, RICC; Martha Sheridan, Kristin McGrath, John Gibbons, RISC and PWCVB; Larry Lepore, Cheryl Cohen, Kaitlyn Bizier and Jodi Duclos, DDC; Mark Brodner, RI Tourism; Karen Jedson, Warwick Dept. of Tourism, Tom DiMasi and John Palumbo, PWCVB Board Members; Norbert Mongeon, VMA; Bruce Leach, Legal Counsel and Eileen Smith, recording secretary.

Ms. Venturini called the meeting to order at 1:23 PM and asked for a motion to approve the minutes of the June Marketing Committee meeting. Upon a motion duly made by Mr. Hirsh and seconded by Mr.

Bennett it was unanimously

VOTED: to approve the minutes of the June meeting

Ms. Venturini apologized to our guests for the delay in beginning the meeting saying she was unaware that the prior meeting would be so lengthy.

Ms. Venturini asked that John McGinn to begin his presentation of the Marketing Plan. Mr. McGinn began by announcing that the Convention Center finished the year with the second best year in the history of the building surpassed only by 2010.

Mr. McGinn, Ms. Cohen, Ms. McGrath and Mr. Gibbons presented a joint Marketing Plan of the Convention Center, Dunkin' Donuts Center, the PWCVB and the RISC, a copy of which is available at the Authority office. Mr. Mongeon reported that Steve Habi was unavailable for this week's meetings but would submit the VETS Marketing Plan upon his return.

Ms. Venturini stated that she is very impressed with the effort shown by our partners in their forward thinking in promoting the facilities. She also noted that our joint approach to marketing is being copied throughout other cities. Ms. Venturini thanked everyone involved for all their hard work.

Mr. Hirsh asked if any thought had been given to pricing of Food & Beverage especially beverages. Ms. Masino stated that she would look at what is being charged at other local venues and adjust prices accordingly.

Mr. MacDonald suggested that something be done to enhance the patron experience with events such as the Roller Derby and the Dog Show. He said that at these events patrons are standing or sitting on the same level as the event and it is difficult to see unless you are in the first row. Mr. McGinn said that the Convention Center would consider using risers for this type of event.

Mr. Bennett asked about our relationship with the Westin Hotel. Mr. Muldoon stated that we have a good relationship with the Westin and assist each other whenever there is a need.

Mr. Bennett departed at 1:50 pm

Discussion ensued regarding the attempt by the State to place all media buying with one public relations/consultant. Ms. Cohen stated that this firm might be able to secure a lower cost but we might not get the value that we do now. Mr. Palumbo said that it is very important to maintain a personal relationship with the media to get the most value. Ms. Keough concurred, saying that it is very helpful to have contacts that you can call upon to cover an event, help place an article or purchase an advertisement. Ms. Keough reported that

the facilities have benefited from earned media. Ms. Adamo discussed public relations and advertising equivalency.

Mr. MacDonald asked Mr. Gibbons if he had invited any of the golfers playing in the Women's Amateur Golf Tournament to tour the City while they were in Rhode Island. Mr. Gibbons said that an entire package was available for the golfers and their families and followers.

Mr. Gibbons reported that the Rhode Island Sports Commission is working hard bring sporting events to the City. He noted that the Sports Commission has had the cooperation of local colleges and universities as well as cities and towns for use of their facilities. Mr. McCarvill reported that we are preparing a proposal to submit to host the ECAC 2012 Hockey Championship and Brown University has agreed to be the host school for our proposal for NCAA 2013 Regional Hockey Tournament. Mr. Gibbons also stated that RISC is bidding on a meeting of the National Association of Sports Commissions.

Ms. Venturini stated that because the Marketing Committee meeting began later than expected and is running long she would like to postpone the remainder of the reports until next month.

Ms. Venturini asked if there was any other business. Hearing none she asked for a motion to adjourn. Upon a motion duly made by Mr.

MacDonald and seconded by Mr. Hirsh it was unanimously

VOTED: to adjourn at 3:18 PM